

# CONFLICT MANAGEMENT IN HIGHER EDUCATION REPORT

Volume 3, Number 3, May 2003

## My How We Have Grown: CMHER Subscribers from 2000 – 2003

by Trevor Richards

In the second issue of the Report ([March/April 2000](#)) we presented a profile of the Report's Early Adopters. At that time there were 245 registered subscribers. Now, three years later, the Conflict Management in Higher Education Report has more than 800 such subscribers. The Report is freely available to non-subscribers, but those who have taken the time to register are provided with an announcement when new issues are posted. We thought it would be interesting to see how the subscriber base, our tried and true readership, has changed over the last three years.

When reviewing the data presented here, please be aware that not all subscribers choose to provide complete demographic information (it is optional), and the total number of people answering any question varies. In addition, some of the questions allowed people to provide more than one response so the total number of responses may be greater than the number of people who are registered subscribers to the Report.

In addition to a general overview of our subscribers, tables at the end of the article provide a review of the web traffic for the report from February 2002 to the present to shed some light on broader readership patterns. We changed web servers in early 2002, so we are basing these figures on traffic since the move.

### What Roles Do Our Subscribers Play on Campus?

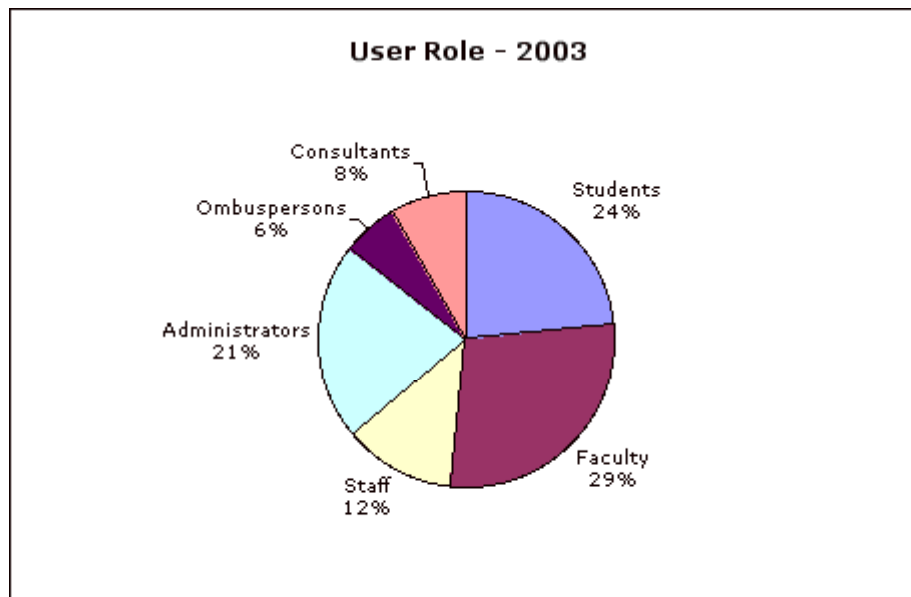
While not all of our readers are based on campus, people working in higher education do comprise our target audience. We are thus quite happy to report that we have seen a substantial percentage increase in all our main target audiences of university/college students, faculty, and Conflict Resolution services staff. All of these groups have had at least a 240% increase (246, 281, and 456% respectively).

The table below shows the growth for each type of subscriber.

<b>Formal Roles on Campus</b>			
	<b>May 2000</b>	<b>May 2003</b>	<b>Percentage Increase</b>
<b>Students</b> (total)	54	187	246%
Undergraduate Students	14	48	242
Masters Students	25	89	256
Doctoral Students	15	50	233

<b>Faculty (total)</b>	60	229	281
Part-time Instructors	34	111	226
Assistant Professors	6	33	450
Associate Professors	11	35	218
Full Professors	7	45	543
Emeritus Faculty	2	5	150
<b>Staff Members</b>	18	100	456
<b>Administrators</b>	39	173	344
<b>Ombudsman</b>	29	49	67
<b>Outside Consultants</b>	23	68	196
<b>Campus Security</b>	2	2	0

With respect to the overall composition of our subscribers, analysis reveals it has not changed very much since 2000. The largest change was a reduction in the overall percentage of subscribers who are ombudspersons and an increase in the percentage of subscribers who are administrators (up from 17% to 21%). The pie chart shown below illustrates the composition of our current college and university-based subscribers with respect to their roles.



## What Kind of Conflict Handling Experience Have We Got?

With respect to experiences working with conflicts on campus, the Report subscribers are a broadly experienced lot. At the launch of the Report and still today, the top 5 types of experience are as follows:

- Informal Mediators
- Informal Problem Solvers

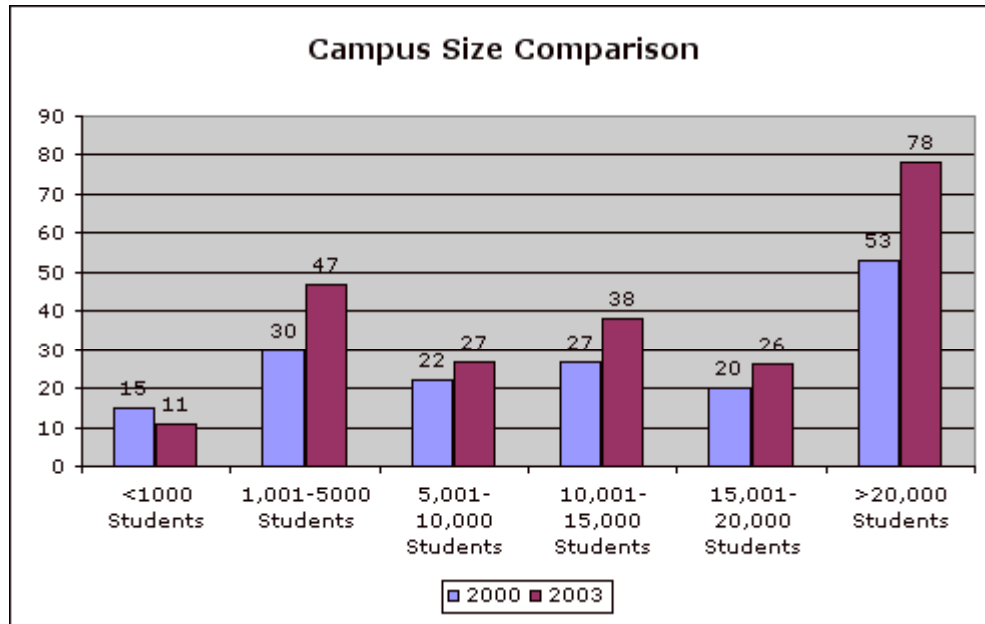
- Formal Campus Mediators
- Mediator Trainers
- CR Skills Trainers

The table below presents all the various types of conflict handling experience listed by Report subscribers.

<b>Campus Conflict Handling Experiences (not all subscribers answered this question...)</b>				
	<b>May 2000</b>		<b>May 2003</b>	
	<b>n=189</b>	<b>%</b>	<b>n=663</b>	<b>%</b>
Participants in a Mediation	72	38.10%	183	27.60
Grievant/Appeals Board Users	24	12.70	48	7.24
Litigants	12	6.35	32	4.83
Collective Bargaining Team Members	12	6.35	42	6.33
Partnering Session Participants	13	6.88	27	4.07
Informal Problem Solvers	109	57.67	322	48.57
Ombuds	39	20.63	77	11.61
EEO Officers	9	4.76	51	7.69
Advocates	25	13.23	85	12.82
Informal Mediators	118	62.43	347	52.34
Formal Campus Mediators	86	45.50	281	42.38
Former High School or Middle School Mediators	5	2.65	20	3.02
Mediation Intake Workers	36	19.05	85	12.82
Coordinators of Campus Mediation Initiatives	48	25.40	110	16.59
Mediator Trainers	98	51.85	255	38.46
CR Skills Trainers	100	52.91	248	37.41
Faculty/Instructors for ADR Course	69	36.51	184	27.75
Conflict Researchers	32	16.93	140	21.12
Dispute Systems Work	57	30.16	80	12.07
Judicial Board Members	14	7.41	54	8.14
Appeals Board Members	15	7.94	52	7.84
Grievance Board Members	34	17.99	51	7.69
Administrators Addressing Conflict Internal to Their Area	29	15.34	169	25.49
Administrators Addressing Conflict External to Their Area	32	16.93	133	20.06
Sexual Harassment Officers	17	8.99	60	9.05
Other	22	11.64	91	13.73

### **What Kind of Schools Do Our Subscribers Come From?**

As the chart below shows, in both 2000 and 2003 more of our subscribers come from large (>20,000) or small schools (1,001-5,000) than from medium sized schools.



### What Kind of Professional Associations are We Involved With?

Our readers are involved in the full spectrum of conflict resolution and higher education professional associations, as the table below reveals.

Membership in National Organizations			
	May 2000	May 2003	Percentage Increase
ACCUO (Association of Canadian College and University Ombuds)	2	7	250%
ACR (Association for Conflict Resolution - merger of SPIDR, CRENet, AFM)	96	157	64
COPRED (Consortium on Peace Research, Education and Development)	5	10	100
IACM (International Association for Conflict Management)	1	7	600
NAFCM (National Association for Community Mediation)	17	34	100
PSA (Peace Studies Association)	2	7	250
TOA (The Ombuds Association)	18	27	50
UCOA (University and College Ombuds Association)	32	43	34
AACU (Association of American Colleges and Universities)	1	7	600
AAHF (American Association for Higher	4	27	575

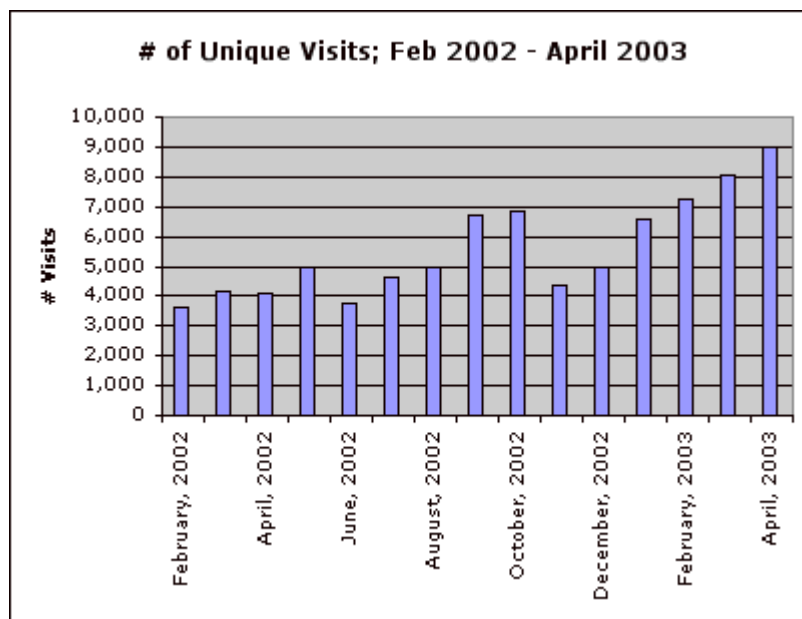
Education)			
ACPA (American College Personnel Association)	8	43	438
AERA (American Educational Research Association)	1	6	500
ASJA (Association for Student Judicial Affairs)	10	36	260
ASHE (Association for the Study of Higher Education)	2	3	50
NACUA (National Association of College and University Attorneys)	4	7	75
NASPA (National Association of Student Affairs Professionals)	10	47	370

## How Often Do Readers Visit the Report Website?

The tables below provide information for all visitors to the Report web pages (subscribers and non-subscribers) from 2002 to present, based on web server log files. We filter out the visits by our own staff to make the figures more meaningful.

On average the report has 301 unique visits a day with a total of 83,909 visits between February 2002 and April 30, 2003. The average duration of a visit is eleven minutes. In our analysis, a unique visit consists of a series of one or more page views by the same computer with no more than a 30 minute gap between page requests. So, if you visited the Report website, looked at a few pages, and then went off for an hour lunch break, when you return from lunch, if you look at more pages from the Report, you will have started a second visit according to our stats.

Here's a look at our website traffic patterns over time.



The charts above and below indicate that we have seen relatively steady growth in web site traffic since February 2002. For the one-year period of February 2002 - February 2003 the number of unique visits rose by 99% (okay, more or less it doubled...) from 3,628 to 7,225. The slight decline in the number of visits in June and July 2002 could be due to the fact that our major target audience - university/college students, staff, and faculty are on summer break during this period. We know for sure the decrease in traffic from October to November 2002 was due to a large number of web server crashes in early November. Since December 2002 there has been a steady increase in traffic.

<b>REPORT WEB SITE TRAFFIC FEBRUARY 2002 - APRIL 2003</b>		
MONTH	# UNIQUE VISITS	# UNIQUE HOSTS
February, 2002	3,628	1,898
March 2002	4,151	2,052
April 2002	4,112	1,906
May 2002	4,943	2,275
June 2002	3,790	1,760
July 2002	4,598	2,188
August 2002	4,951	1,986
September 2002	6,683	2,791
October 2002	6,849	3,361
November 2002	4,331	2,224
December 2002	4,984	2,061
January 2003	6,577	2,607
February 2003	7,225	3,203
March 2003	8,068	3,238
April 2003	9,019	3,696

## Where in the World Do Readers Come From?

People from **101 different countries** have visited the Report's web site. 17.30% of people reading the report come from the education sector in the United States (the edu domain), with visitors from just under **700 different American universities/colleges** - this is just under 20% of all the universities/colleges in the United States.

In terms of what specific countries Report readers come from, the table below lists the countries representing greater than 1% of pages visited.

COUNTRY	% of pages
United States	74.92%
Canada	6.27
United Kingdom	2.82
Australia	2.60

India	1.03
-------	------

The table below, which shows what region of the world our users come from, reinforces the fact that most of the Report readers are in the United States and Canada, with 81.31% of visitors dialing us up from within North America.

<b>REGION</b>	<b>% of Hits</b>
North America	81.31%
Europe	6.66
Australia and Oceania	5.40
Asia	3.26
Middle East	1.06
Africa	1.04
Caribbean	0.45
South America	0.42
Unknown	0.35
Central America	0.05

### **What Does it All Mean?**

In summary, our data indicates that in the last three years we have seen a 227% increase in the number of people subscribing to the Report, or approximately 75% growth per year. The composition of the subscribers with respect to their role on university/college campuses and the most common types of CR handling experience has stayed relatively stable. The number of unique visits to the Report's web site has doubled in the last year. Our readers come from all over the world but the vast majority of them come from North America. Representing about 700 different institutions, just under 20% of all readers are based at a higher education institution within the United States.

So, things are looking good here at the Report. We do hope you'll share the Report with others, and if you haven't yet subscribed, we hope that you will do so soon. Then our next snap shot of readers can be even better. Thanks for reading the Report.